

April, 1907, Broke All Records

For Advertising and Circulation

¶ The month of April has shown the greatest business ever done by this paper. ¶ March WAS the banner month, BUT April comes in and breaks all previous records both in the amount of advertising printed and in circulation as well.

¶ The reason why this paper prints an increasing amount of advertising month by month is because its service to this City and State is widening and its circulation is increasing among the people who have purchasing power, character and influence; and, because it reaches them in the morning before anything distracts their minds and they are receptive to the suggestive power of the printed page.

¶ The reason why its circulation does increase is because it prints more special features, special news, foreign news, domestic news, State and local news, industrial news and sporting news than any other paper in Virginia, and exceeded by few, if any, in America.

¶ Every day it is delivered into homes in every ward and on every street in the city.

¶ It reaches nearly all Virginia, going into every County and in three-fourths of the Post-Offices in the State of Virginia.

The Times-Dispatch

Is Supreme in Virginia